REMEMBER

LIBRARY OF
JEWISH WELFARE
FEDERATION
OF DETROIT

REMEMBER

FROM

November 30th, 1942

TO

December 8th, 1945

Dear

Memory is a fickle thing. Simple little happenings stay in our minds thru life; but when stupendous events literally pile one upon the other, as in the past four or five hectic years, the pattern blurs and sharp recollection fades.

Victory in World War II demanded Men, Material and Money. The mercantile industry, fortunately, was able to provide substantial quotas of all three of these essential "M's."

It is with the raising of money to carry the war to a successful conclusion that this report is concerned. It is a diary of the Wayne County, Michigan, Retailers War Finance Committee; a running account of the things done by a group of men and women who believed they could serve their government best by raising money through the sale of U.S. Treasury War Bonds and War Savings Stamps.

Because, for many of us, this was the most vital, the most thrilling and the most constructive contribution we had ever been privileged to make to justify the valuable space we occupy in this best of lands, it seemed mandatory to me that the doings of this group be unforgettably recorded. Access to the files and scrapbooks of "Victory Center" (now resting in the archives of the Detroit Historical Society) and a liberal supply of "midnight oil" did it - and here is the result.

Poets may never sing the deeds of these homefront patriots whose fidelity to purpose, time after time, broke the records of the Nation; but Longfellow surely wrote with a prophetic pen when he said, in "A Psalm of Life" --

"Lives of great men all remind us
We can make our lives sublime;
And departing, leave behind us
Footprints on the sands of time."

I hope you will enjoy tracing your own footprints through the following pages.

REMEMBER!

Sincerely,

Nate S. Shapero

Here Is

YOUR RETAIL STORY

from Baby Bonds

JULY 1, 1942

to

WAR BONDS

NOVEMBER 30, 1942

to VE-DAY - *to* VJ-DAY

(MAY 7, 1945) (AUGUST 14 1945)

to Jan. 31st, 1946

THE COMPLETE STORY

The accomplishments of Wayne County Retailers are measured by the following statistics:

1st WAR LOAN - November 30 to December 23, 1942

	Quotas	Sales
National:	$9 billion	$13 billion
Michigan:	No state or local quotas	

2nd WAR LOAN - April 12 to May 2, 1943

	Quotas	Sales
National:	$13 billion	$18.555 billion
Michigan:	$220 million	$352 million
Wayne Co.:	$140,825,000	$215,825,000
Wayne Retail:	$3,000,000	$14,314,654

3rd WAR LOAN - September 9 to October 2, 1943

	Quotas	Sales
National:	$15 billion	$18.555 billion
Michigan:	$451 million	$563,000,000
Wayne Co.:	$256 million	$330 million
Wayne Retail:	$15 million	$23,832,978

4th WAR LOAN - January 18 to February 15, 1944

	Quotas	Sales
National:	$14 billion	$16.730
Michigan:	$440 million	$451 million
Wayne Co.:	$246,810,000	$335 million
Wayne Retail:	$24 million	$25,477,883

5th WAR LOAN - June 12 to July 8, 1944

	Quotas	Sales
National:	$16 billion	$20.639 billion
Michigan:	$526 million	$678 million
Wayne Co.:	$308,156,000	$408 million
Wayne Retail:	$27,307,000	$27,510,297

6th WAR LOAN - November 20 to December 16, 1944

	Quotas	Sales
National:	$14 billion	$20.631 billion
Michigan:	$472 million	$499,293,000
Wayne Co.:	$281,660,000	$372,000,000
Wayne Retail:	$22,966,500	$23,500,000

7th WAR LOAN - May 14 to July 8, 1945

	Quotas	Sales
National:	$14 billion	$26.313 billion
Michigan:	$501 million	$747,548,732
Wayne Co.:	$289 million	$435 million
Wayne Retail:	$32,500,000	$33,323,745

VICTORY LOAN - October 29 to December 8, 1945

	Quotas	Sales
National:	$11 billion	$21,144,000,000
Michigan:	$329 million	$490,201,891
Wayne Co.:	$195,185,000	$275,481,000
Wayne Retail:	$18,000,000	$20,255,552

TOTAL AMOUNT OF MONEY RAISED DURING THE EIGHT WAR LOAN DRIVES

National:	$155,956,000,000	(1st to 8th Loans inclusive)
Michigan:	$ 3,781,043,623	(2nd to 8th Loans inclusive)
Wayne Co.:	$ 2,371,306,000	(2nd to 8th Loans inclusive)
Wayne Co. Retail:	$ 167,215,109	(2nd to 8th Loans inclusive)
Wayne Co. Retail:	$ 500,000,000	(one half billion dollars) (raised during drives and interim.)

THE RETAILERS ORGANIZE FOR ACTION IN MAY 1942

County divided into 75 Districts
Detroit divided into 50 Districts
Each District — General Chairman
Advertising Committee
Auditor — Supervisor
10 Volunteer Workers
A.W.V.S. Streamliners
Civilian Defense Volunteers

Executive Director. . . . . Wm. Fenske
Executive Secretary . . . . . Hermine A. Clippert
Director of Volunteers. . . . . Mrs. E. K. Matlock
Asst. Dir. of Volunteers. . . . . Mrs. Wm. E. Adams

Headquarters

TUTTLE & CLARK BUILDING - 1275 WOODWARD AVENUE

WANTED!
UNCLE SAM NEEDS YOU
Yes, Mr. Merchant
You're Wanted!
Learn how retailers all over America will help defend their country---
Your country needs you! You can help yourself by helping Uncle Sam.
If you are a retailer you should be at this meeting---Come and bring your salespeople with you!---It's to your advantage that they be informed.
YOU SHOULD—YOU MUST—YOU WILL ATTEND
Retailers Victory Rally
Monday, July 6, at 9 P. M.
DOM POLSKI HALL
3426 JUNCTION AVE.
1 Block South of Michigan
AUSPICES: WEST SIDE RETAILERS WAR SAVINGS COMMITTEE
SPEAKERS
Mayor EDWARD J. JEFFRIES, Federal Judge ERNEST J. O'BRIEN and OSCAR WEBBER, vice-president af the J. L. Hudson Company, and chairman of the state committee.

JUNE 29, 1942 "Governor Van Wagoner gives 'Go-ahead' Signal to Retail Stores in State by Broadcast."

The greatest campaign in the history of the state to sell War Bonds and Stamps will open at noon today in all retail stores in Detroit and throughout the state when Governor Murray D. Van Wagoner gives the signal to "go" with a radio talk that will be broadcast throughout all the stores.

JUNE 30, 1942 All Detroit newspapers carry "only" U.S. War Bond and U.S. Stamp advertisements. No merchandise advertisements appear today. Headlines have made issues of newspapers historic; headlines announcing the outbreak of the World War and the Armistice. Today it is the advertising columns which make it historic.

JULY 1, 1942 12 to 12:15 noon - All retail stores sell nothing but War Bonds.

Crowley, Milner & Co. opens drive with flower girls with baskets of War Stamps.

Cunningham Drug Co. opens drive with U.S. Navy Band.

Grinnell Bros. opens drive with parade by Bondoliers.

The J.L. Hudson Co. opens drive with fanfare of bugles.

Ernst Kern Co. opens drive with Boy Scouts acting as Minute Men.

Russek's open drive with girls in Red, White and Blue slacks.

Saks Fifth Avenue opens drive with Billie Burke buying first Bond.

B. Siegel Co. opens drive with playlet.

Winkelman's opens drive by installing War Stamp machine.

AWARDS FOR THE BEST ADVERTISEMENT IN PAPERS OF JUNE 30

Full-Page Class:

FIRST - Ernst Kern Co. for its color layout entitled "Bonds or Bondage."

HONORABLE MENTION - The J. L. Hudson Co., Sam's Inc., Hughes & Hatcher.

One-Half Page Class:

FIRST - Peoples Outfitting Co.

HONORABLE MENTION - B. Siegel Co., Himelhoch's, Harry Suffrin, R.H. Fyfe Co., Greenfield's, L. B. King Co.

Quarter Page Class:

FIRST - Sallan's, Inc.

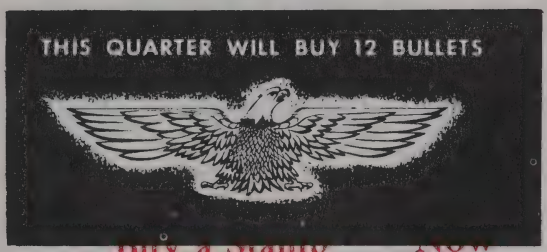
SPECIAL CITATIONS were given to A & P Food Stores, Cunningham Drug Stores, Inc., Sanders, Wright, Kay & Co.

Judges: D. C. Murray, President, Adcraft Club of Detroit.
Percy Atkinson, Campbell-Ewald Co.
Searle Hendee, Maxon, Inc.
Harold Hastings, Secretary, Adcraft Club of Detroit.

JULY 2, 1942 First issue "Retailers for Victory" delivered to all retail stores in Wayne County.

JULY 3, 1942 VICTORY CORSAGE DAY
War Stamp Corsage; its petals consisting of nine 10¢ War Stamps mounted on a red, white, and blue background in the form of a corsage, go on sale today in all retail stores. Stores select Minute Maids, who, dressed in patriotic costumes, sell the corsages.

JULY 5, 1942 The new slogan: "Take Your Change in War Stamps."



JULY 9, 1942 Economy War Savings Stamp display package delivered to twenty thousand Retailers.

JULY 12, 1942 Luncheon Statler Hotel: Women's Voluntary organization - pep meeting.

JULY 13, 1942 Morning meeting headquarters for District Chairmen.

JULY 16, 1942 Highland Park Retailers meeting; Chairman, George Beebe.

Volunteer Meeting - Wyandotte.

JULY 17, 1942 American Heroes' Day - Full-page advertisements in all Detroit papers saluting American War Heroes.

Kay Kyser and his Band - Cadillac Square and Fisher Building.

$368,500 worth of security sold in 45 minutes. Dick LeClair, Pearl Harbor Hero, 19 year old Wyandotte sailor, spoke.

Retail volunteers sold stamps, corsages, and issued Bonds.

JULY 20, 1942 Bond Booth opens Highland Park -- Grand and Woodward Avenue.

JULY 22, 1942 Distribution to all Retailers - "The Badge of Honor."

AUG. 27, 1942 *** Full-Page Ad, The J. L. Hudson Company:

"If I were your Son -- You would want him fully equipped to fight."

AUG. 29, 1942 Trenton Rotary Club Bond Auction.

AUG. 30, 1942 Distribution to Women Volunteers of Identification Arm Bands.

SEPT. 10, 1942 Greek-American Retailers organize separate division.

SEPT. 12, 1942 Women's Advertising Club organize to promote sale of "Victory Corsages."

SEPT. 14, 1942 Trenton Retailers under Chairmanship of Robert E. Teifer organize Bond Rally.

SEPT. 18, 1942 Miss Hermine Clippert appointed Executive Secretary; Resignation of Wm. Fenske accepted.

*** Co-operative page advertisement Retail Merchants:

"Let's Sing Old Glory's Praises."

SEPT. 24, 1942 Presentation of Bull's-Eye Flag to Himelhoch Bros. Co. for employee Bond purchases.

SEPT. 25, 1942 "Millionaires' Party" Gratiot Avenue Retailers.

OCT. 10, 1942 Street Sale of corsages by A.W.V.S.

OCT. 12, 1942 Harper Avenue Retailers hold Columbus Day Parade.

OCT. 14, 1942 Distribution of window decalcomania to all Retailers in County.

OCT. 24, 1942 Dorothy Stone of the famous theatrical family spurs Stamp Drive by selling Stamps in lobby of Book-Cadillac Hotel.

OCT. 30, 1942 *** Co-operative Page Advertisement -- Trenton Retailers.

OCT. 31, 1942 *** Co-operative Page Advertisement -- Highland Park Retailers.

NOV. 7, 1942 First "Remember Pearl Harbor" Bond Gold Seal Sticker published.

NOV. 8, 1942 RETAIL PAYROLL SAVINGS ORGANIZED.

Miss Gertrude Lawrence appears at Saks Fifth Avenue.

Women's volunteer organization grown to 700, visiting Retail Stores.

*** Kinsel Drug Company, "Try This for Size."

*** Frank & Seder, "Are You Meeting the Test."

*** The J.L. Hudson Company, "They Gave More Than 10%."

NOV. 11, 1942 Armistice Day Store Advertising.

NOV. 15, 1942 *** Ernst Kern Company, "Nail These Lies."

NOV. 16, 1942 Women volunteer supervisors Luncheon at the Fort Shelby Hotel. Special award, Minute Man Certificate, presented by Frank N. Isbey, State Chairman.

NOV. 22, 1942 Ecorse Retailers hold Bond Auction.

1st WAR LOAN DRIVE

Nov. 30 to Dec. 23, 1942: Only Banks and Trust Companies Participated

NOV. 30, 1942 *** Co-operative Advertisement, "A War Bond in Every Stocking."

DEC. 5, 1942 Harry Suffrin, "There's a Great Future for Your Boy in Detroit."

DEC. 7, 1942 **PEARL HARBOR DAY.**

DETROIT RETAILERS "REPEAT" -- ALL ADVERTISING IN ALL WAYNE COUNTY NEWSPAPERS, DEVOTED TO WAR BONDS AND WAR SAVINGS STAMPS.

*** The J.L. Hudson Co., "That Settles It -- I Want A Bond For Christmas."

*** Federal Department Stores, "You Can Fight This War From Your Own Back Yard."

*** Sears, Roebuck & Company, "But We'll Finish It."

*** Gerson's, "Come On, Detroit."

*** Peoples' Outfitting Company, "Avenge Pearl Harbor."

*** Sam's, Inc., "Make Him Remember."

*** Robinson Furniture Company, "Hard Climb Ahead."

DEC. 16, 1942 Grand River and Joy District holds rally under Chairman, Mr. Green.

JAN. 10, 1942 Co-operative Advertisement: "Please! Not to Buy U.S. War Bonds and Thank You So Much."

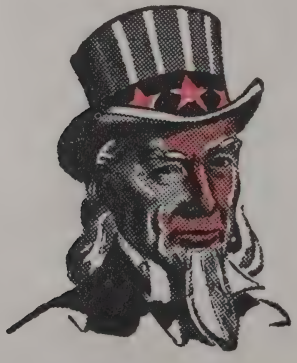
FEB. 20, 1942 Exhibit of counterfeit money at headquarters, sponsored by Wayne County Retailers.

FEB. 21, 1942 *** The J. L. Hudson Co., "Her Eyes are Homes of Silent Prayer."

MARCH 3, 1942 Stamp Campaign Organized - "A Stamp a Day for the Man Who's Away."

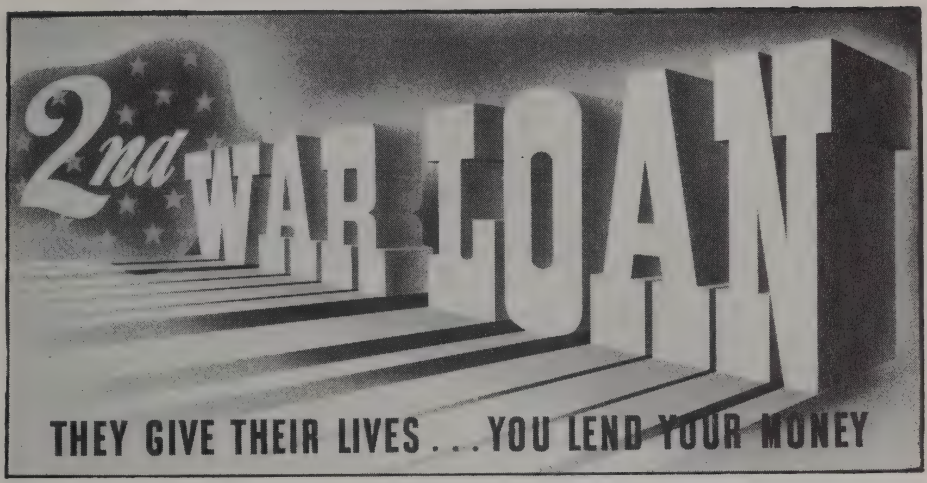
MARCH 4, 1942 *** Co-operative Retail Merchants Advertisement "In The Service of Our Country."

MARCH 29, 1942 The J. L. Hudson Co. Issues Bond, raising their total to $5,000,000.



2nd WAR LOAN

APRIL 12 to MAY 2, 1943



	Quotas	Sales
National:	$13 billion	$18.555 billion
Michigan:	$220 million	$352 million
Wayne Co.:	$140,825,000	$215,825,000
Wayne Retail:	$3,000,000	$14,314,654

BE A GALLANT

"THE GALLANT 60,000"

"THE RETAILERS GO TO WORK"

APRIL 2, 1943 ORGANIZATIONAL MEETING, BOOK-CADILLAC HOTEL, START TO ENLIST 20,000 RETAIL GALLANTS.

Each Gallant pledged to sell $1,000 or more of Series E War Bonds; to deliver the bonds to the purchaser; and to report the name and address to Retail Headquarters.

Speakers: Frank N. Isbey, State Chairman, War Finance Committee

J. B. Webber, Jr., State Retail War Finance Chairman

Nate S. Shapero, Wayne County Retail War Finance Chairman

Jay D. Runkle, Chairman, Detroit Downtown Retailers

Ralph Murphy, President, Retail Merchants Association

APRIL 5, 1943 District Chairmen Meeting, Retail Headquarters.

APRIL 7, 1943 Women Volunteers -- Meeting, Statler Hotel.

APRIL 8, 1943 *** Retail Merchants Advertisement --"Back Up The Men and Women Who Are Fighting For you! Join The Gallant 60,000."

APRIL 10, 1943 Grand River-Linwood-Harper-Dexter and 12th Street Retailers Hold Rallies.

APRIL 11, 1943 *** Retail Merchants Co-operative Advertisement -- "The 2nd War Loan Starts April 12th."

APRIL 12, 1943 RETAILERS SWAMP PAPERS WITH ADVERTISING:

*** Hughes & Hatcher: "Joe Smith, Free-Born American."

*** Lane Bryant: "They Give Their Lives - You Loan Your Money."

*** The J. L. Hudson Co.: "Victory is All-Important -- Everything Depends on It."

APRIL 13, 1943 *** Retail Merchants Co-operative Advertisement -- "Greet the Gallant 60,000 With a 'Yes'."

APRIL 20, 1943 *** Cunningham Drug Stores: "Greeting on Your Birthday Heil Hitler."

APRIL 30, 1943 *** Retail Merchants Co-Operative Advertisement: "It's 10 Minutes to Midnight!"

DETROIT DID IT AGAIN!

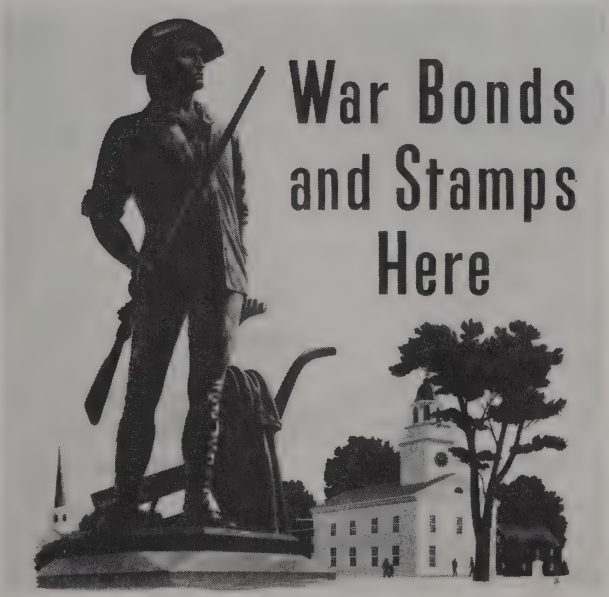
Frank N. Isbey

"Between the 2nd and 3rd War Loan"

MAY 2, 1943 Northwest Retailers stage huge Navy Band Party.

MAY 16, 1943 *** The J. L. Hudson Co. Advertisement: "The Boy Who Used to Mow Your Lawn is Mowing Down the Japs."

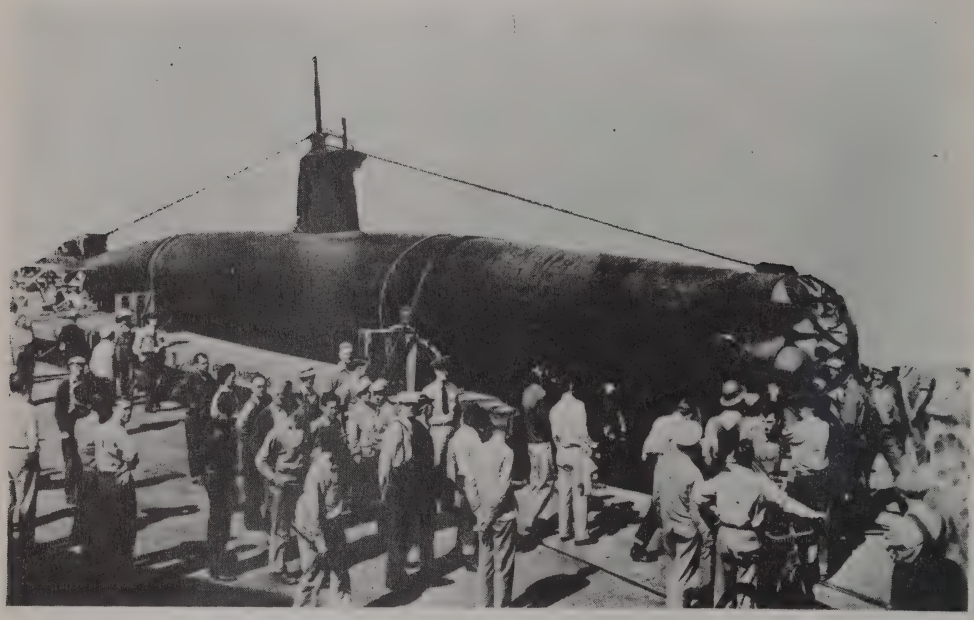
JUNE 26, 1943 County-wide distribution of the new Minute Man emblem.



JULY 4, 1943 *** Winkelman's: "We are Selling Shangri-La."

JULY 6, 1943 *** Retail Merchants Co-Operative Advertisement: "Meet Your New Pastor."

JULY 9, 1943 JAP SUICIDE SUBMARINE paraded through Detroit streets; on Bagley Avenue for the evening. $250,000 Bonds and Stamps sold by volunteers during its two-day stay. This was a Retailers' promotion.



JULY 9, 1943 *** Peoples' Outfitting Company: "Sighted Sub -- Sank Same."

*** Ernst Kern Co.: "Come On, Detroit -- Let's Give the Japs A Sinking Feeling."

JULY 10, 1943 Verne W. Tucker joins the Retailers.

AUG. 1, 1943 Promotion organized Ringling Bros. Circus -- free tickets through purchase of Bonds.

AUG. 5, 1943 Molly Pitcher Campaign -- 2,000 women dressed in the costumes of Revolutionary days selling Bonds and Stamps.

AUG. 8, 1943 *** Cunningham Drug Stores offer a free recording -- a free voice record sent to serviceman with each purchase of a Bond.

AUG. 10, 1943 *** Retail Merchants Co-Operative Advertisement: "I'd Like to Tell You What the Japs Did to Some Friends of Mine."

AUG. 11, 1943 Meyer Jewelry Co.: "Send A Dollar To Bomb Tokyo." *** Advertising: The J. L. Hudson Co.; Ernst Kern Co.; Harry Suffrin; Cunningham Drug Stores; Demery's; Sears, Roebuck & Co.; Sam's, Inc.; Himelhoch's:

"Free Circus Tickets"

AUG. 12, 1943 Figures for Stamp Drive for the month of July, $180,000,000, announced. Money raised to purchase the U.S.S. Shangri-La --- an aircraft carrier to bomb Tokyo again.

AUG. 13, 1943 Ringling Bros., Barnum & Bailey Circus: Free tickets to Bond buyers -- over 15,000 tickets given gratis.

He Faces Paying the Supreme Sacrifice
Every Fighting Moment!

3rd WAR LOAN

SEPTEMBER 9 to OCTOBER 2, 1943

Quotas		Sales
National:	$15 billion	$18.555 billion
Michigan:	$451 million	$563,000,000
Wayne Co.:	$256 million	$330 million
Wayne Retail:	$15 million	$23,832,978

"BACK THE ATTACK

AUG. 20, 1943 Gallant Meeting, Wilson Theater.

Speakers: Ralph E. Murphy; J. B. Webber, Jr.: Nate S. Shapero; Frank N. Isbey.

SEPT. 1, 1943 **Rally (G Day), Woodward and Grand River.** Over 100,000 people on street; all retail stores closed; buses and streetcars stopped.

Speakers: Mayor Edward J. Jeffries, Jr.; Frank N. Isbey; Nate S. Shapero.

The Grosse Ile Naval Band played; Thomas L. Thomas was guest soloist; state-wide broadcast of ceremonies.

SEPT. 1, 1943 All newspapers carried banner headlines three inches by eight columns.

Red, White and Blue banners posted on every store window from Grand Circus Park to Campus Martius.

Planes drop aerial bombs.

SEPT. 3, 1943 Winkelman's: "All Pulling for Victory."

Highland Park Gallant Rally.

Harper-Van Dyke Retailers' Gallant Meeting; Mr. Buckles, Chairman.

East Warren Retailers' Gallant Meeting; George F. Hughes, Chairman.

Southwest Retailers' Rally; George C. Mobley, Chairman.

Grand River Retailers' Rally; Charles T. Toby, Chairman.

*** Retail Merchants Co-Operative Advertisement: "Back the Boys Who Are Attacking For You."

SEPT. 5, 1943 *** The J. L. Hudson Co.:
"Would You Spend $100 to End the War Sooner?"

SEPT. 9, 1943 *** Invasion of Detroit: Troop-laden barges approach shores of Belle Isle under an umbrella of planes; Army and Navy contingents form in front of the City Hall -- receive surrender terms; wholehearted co-operation of every resident in putting quota in the 3rd War Loan Drive over the top. Motorized units of Army dispatched to various retail sections of the City.

SEPT. 10, 1943 *** Meyer Jewelry Co.:
"The More Bonds and Sweat -- The Less Blood and Tears."

SEPT. 14, 1943 20,000 Gallants who have each sold at least $1,000 in E Bonds entertained at Olympia by the Movie Cavalcade: Mickey Rooney; Betty Hutton; Judy Garland; Greer Garson; James Cagney; Kay Kyser; Dick Powell.

SEPT. 14, 1943 *** Ernst Kern Co.: "Waiting."

SEPT. 17, 1943 "Salerno Day": Extra advertising all stores.

SEPT. 18, 1943 Twelfth Street Retailers' Rally: Chairmen, Mr. N. Shecter, Mr. M. Davis.

SEPT. 21, 1943 Series of advertisements paid for by Retailers and written by news commentators, sports editors, columnists: Austin Grant; Harold True; Ty Tyson; Anne Campbell; Jack Pickering; Esther McIntyre; Ward Schultz; George Hassett, etc.

SEPT. 22, 1943 Detroit judges and lawyers led by the Hon. Frank Murphy, United States Supreme Court Justice, parade down Woodward Avenue, each carrying a soap box -- then proceeded to 300 selected corners. They talked to the public about Bonds from 12:00 to 2:00 p.m.

SEPT. 23, 1943 The J. L. Hudson Co.: "Who, Me?"

SEPT. 24, 1943 Redford Bond Harvest Festival.

SEPT. 27, 1943 Talent Day -- Outdoor show by night club entertainers.

SEPT. 28, 1943 Parade and street spectacle preliminary to opening of Four Freedoms War Bond Show at the J. L. Hudson Company auditorium: Victor Mature, Major A. V. Martini, U.S.A.A.F.

SEPT. 28, 1943 Premiere: "For Whom The Bell Tolls" at the United Artists Theatre and Wilson Theatre under auspices of Detroit Retailers.

SEPT. 30, 1943 Battalions of Military Police in Army equipment invade Highland Park and Detroit Retail shopping sections, inspiring Bond buyers.

OCT. 10, 1943 Quiz Kid Show sponsored by the J. L. Hudson Co., Masonic Temple.

WAR LOAN
GALLANT

4th WAR LOAN

JANUARY 18 to FEBRUARY 15, 1944

FOR BULLETS NOW AND BREAD LATER

Quotas		Sales
National:	$14 billion	$16.730 billion
Michigan:	$440 million	$451 million
Wayne Co.:	$246,810,000	$335 million
Wayne Retail:	$24 million	$25,477,883

Slogans

National - "LET'S ALL BACK THE ATTACK"

Michigan - "FOR BULLETS NOW AND BREAD LATER"

DEC. 31, 1943 Meeting District Chairmen, Victory Center, 1525 Woodward Avenue.

JAN. 9, 1944 11:30 p.m. (Sunday) -- All Detroit radio stations; Program launching 4th War Loan Drive.

JAN. 10, 1944 All retail advertising in all Detroit papers devoted to listing of store employees who are in service.

JAN. 11, 1944 Retail Rally -- Fox, Michigan, and Capitol Theatres, 9:15 a.m.: All stores closed until 10:45 a.m.

Speakers: Governor Kelly, Mayor Jeffries, Frank N. Isbey.

15,000 Gallants in attendance.

JAN. 12, 1944 *** Chas. W. Warren & Co.: "For You a Grand Investment."

JAN. 13, 1944 Bond Auction Northwest Retailers, Redford Theatre; Mr. Orlin Droelle, Chairman.

JAN. 15, 1944 *** Peoples' Outfitting Company: "It's Your War, Too."

JAN. 16, 1944 *** Ernst Kern Co.: "As Time Goes Buy Bonds."

JAN. 19, 1944 *** Wurlitzer Co.: "Yankee Doodle in Berlin."

JAN. 20, 1944 *** Wright, Kay & Co.: "Wanted--Will Swap."

JAN. 21, 1944 *** Demery's: "What More Can We Say."

JAN. 22, 1944 Hamilton Avenue Retailers' Rally, Fairbanks School. Walter Pidgeon visits downtown Retailers.

JAN. 23, 1944 West Side Retailers Rally; Del Apel, Chairman.

*** Retail Merchants Co-Operative Advertisement. "The Eyes of Our Men Over There Are on You Over Here Today."

JAN. 24, 1944 All Retail advertisements devoted to War Bonds -- all papers.

JAN. 31, 1944 *** Retail Merchants Advertisement: "What's it Like to Die?"

FEB. 1, 1944 C Ration Luncheon -- School children Gallants, sponsored by Retailers, at Masonic Temple. Guests -- wounded veterans from Percy Jones Hospital, who had steak luncheon.

FEB. 2, 1944 *** Kinsel Drug Stores: "To Everyone Who Has A Boy Or Knows One."

FEB. 5, 1944 Army exhibit opens at the J. L. Hudson Co.

FEB. 7, 1944 All retail advertisements eliminated from all Detroit Papers; nothing but Bond ads written by Detroit school children; prizes awarded.

FEB. 11, 1944 Bond Auction East Jefferson Merchants.

FEB. 12, 1944 Twelfth Street Merchants Theatrical, Lippman Theatre.

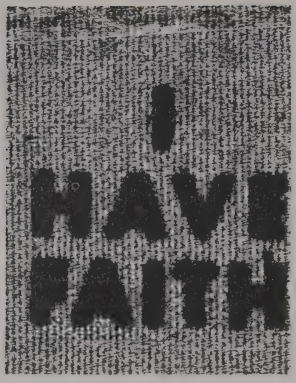
*** Retail Merchants Co-Operative Advertisement: "A Message from Frank N. Isbey."

FEB. 14, 1944 *** Retail Merchants Co-Operative Advertisement: "A Message from Frank N. Isbey."

Army and Navy equipment exhibit in front of retail stores.

5th WAR LOAN

JUNE 12 to JULY 8, 1944



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National:	$16 billion	$20.639 billion
Michigan:	$526 million	$678 million
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Wayne Retail:	$27,307,000	$27,510,297

Slogans

National: "BUY MORE THAN BEFORE"

Michigan: "WE HAVE FAITH"

JUNE 5, 1944 Street and sidewalk decorations.

JUNE 6, 1944 *** Retail Merchants Co-Operative Advertisement: "Have Faith and Show It Now."

JUNE 10, 1944 *** Ernst Kern Co.: "American Never Walks Out On a Pal."

Retail Chairmen Meeting, Victory Center.

JUNE 11, 1944 *** Retail Merchants Co-Operative Advertisement: "What Do They Think."

JUNE 12, 1944 Erection of World's largest $100 Bond, Grand Circus Park.

All retail stores closed until noon.

Opening of Bond Square, 10:00 a.m., Washington Boulevard, between State and Grand River; Paul Whiteman's Band, Ingrid Bergman, Paul Lukas, Ray Bolger, John Payne.

Speaker: Major General Henry S. Aurand, Commanding General, 6th Service Command.

Organized by the Variety Club of Detroit, sponsored by the Retailers.

Giant Military Parade -- Woodward Avenue and Vernor to Michigan; then to Bond Square; reviewed by General Elmer Adler.

*** The J. L. Hudson Co.: "We Are Not Being Asked to Die."

JUNE 14, 1944 Book and Author War Bond Rally, The J. L. Hudson Company District Women's Tea, Statler Hotel.

JUNE 14, 1944 Flag Day Bond Square Ceremonies: High school bands and choirs.

Speaker: Dr. Warren E. Bow, Superintendent of Detroit Public Schools.

*** Retail Merchants Co-Operative Advertisement: "Through Hell for You."

Two hundred "I Died for You" standees placed around Detroit.

JUNE 15, 1944 *** Demery's: "Gift for a Real American, Your Dad."

JUNE 16, 1944 East Side Retail Merchants Bond Rally at Savarine Hotel.

JUNE 17, 1944 Bond Square: Speaker, Father Benjamin T. Hoffis, of St. George's Syrian Church.

JUNE 18, 1944 Bond Square: "Americans All" Rally; Chairman, Mr. Louis C. Miriani.

JUNE 19, 1944 Bond Square: Speaker, Rabbi Leon Fram, Temple Israel.

*** Retail Merchants Co-Operative Advertisement: "That's One For You, Dad!"

Delray Bond Rally; George Mobley, Chairman.

JUNE 21, 1944 B-29 Super Fortress exhibit, the Detroit City Airport.

JUNE 22, 1944 Retailers award window posters to all stores which have reached their Gallant Quota.

*** Retail Merchants Co-Operative Advertisement: "Dinner Music by Hitler."

JUNE 23, 1944 Bond Square: Polish Rally; Speaker, Mr. Adam McNutt.

East Side Retailers' Bond Rally.

JUNE 25, 1944 *** Retail Merchants Co-Operative Advertisement: "Today in a Field in France."

JUNE 28, 1944 *** Retail Merchants Co-Operative Advertisement: "There, But for Fate -- You."

JUNE 30, 1944 Retail Merchants Co-Operative Advertisement: "This Beachhead is Big Enough for All of Us."

JULY 2, 1944 The J. L. Hudson Co.: "This is the Showdown -- We Must Not Fail."

JULY 3, 1944 Bond Square: Chinese Night, under the auspices of the Chinese Relief Society.

JULY 5, 1944 Bond Square: Slavic Program.

*** Retail Merchants Co-Operative Advertisement; "Hundred Million Dollar All-Out Day in Michigan."

JULY 7, 1944 Booth at Victory Center manned by 25 returned Red Arrow veterans.

6th WAR LOAN

NOVEMBER 20 to DECEMBER 16, 1944

Quotas		Sales
National:	$14 billion	$20.631 billion
Michigan:	$472 million	$499,293,000
Wayne Co.:	$281,660,000	$372,000,000
Wayne Retail:	$22.966.500	$23.500.000

Slogans

National: "NEXT, JAPAN"

Michigan: "STICK WITH ME TO THE FINISH"

NOV. 6, 1944 Retailers Luncheon: Book-Cadillac Hotel. Frank N. Isbey recounts European battlefield experiences.

NOV. 7, 1944 Miss Jean Bartell of Los Angeles, "Miss America", visits retail stores to help organize Gallants.

NOV. 8, 1944 Gallant organization perfected in stores.

NOV. 12, 1944 Movie of Messrs. Isbey, Shapero, and Governor Kelly completed for use in Retailers Gallant meetings.

NOV. 15, 1944 Louis Giffells, of U.S.M.C., employed to contact retail stores and stimulate Gallant activities.

NOV. 16, 1944 First of series of monthly lyceums for women volunteers of Retail Division: Speaker, Miss Fannie Hurst; Chairman, Miss Hermine A. Clippert. Held at Women's City Club.

NOV. 18, 1944 Victory Center moved to Griswold and Clifford Streets, courtesy of Mr. Grover Wolfe.

NOV. 19, 1944 Street decorations installed on Woodward Avenue.

Public address system installed Woodward Avenue -- City Hall to Grand Circus Park.

Meeting and tea, Women District Chairmen, Statler Hotel.

NOV. 20, 1944 All retail advertising Detroit newspapers announced opening of 6th War Loan Drive, and devoted to thousands of pictures of Detroit Retail Gallants.

NOV. 21, 1944 Downed Jap and Nazi planes displayed by Retailers on City Hall lawn and Grand Circus Park. Bond buyers given pieces of plane. Jap plane shot down over Saipan Island; Nazi plane over Europe.

NOV. 22, 1944 *** Retail Merchants Co-Operative Advertisement: "No Rest 'Til It's Finished."

NOV. 28, 1944 *** Retail Merchants Co-Operative Advertisement: "They Live to Fight Again."

NOV. 29, 1944 *** Retail Merchants Co-Operative Advertisement: "First Aid in a Fox Hole."

DEC. 1, 1944 Bond Auction: Outer Drive - Harper Business Men's Association, Harper Theatre.

DEC. 4, 1944 *** Retail Merchants Co-Operative Advertisement: "Up and On Again in Minutes."

DEC. 6, 1944 Southeast Business Club Bond Auction.

DEC. 7, 1944 *** Retail Merchants Co-Operative Advertisement: "No Rest For A Task Force."

*** Retail Merchants Co-Operative Advertisement: "On To Tokyo."

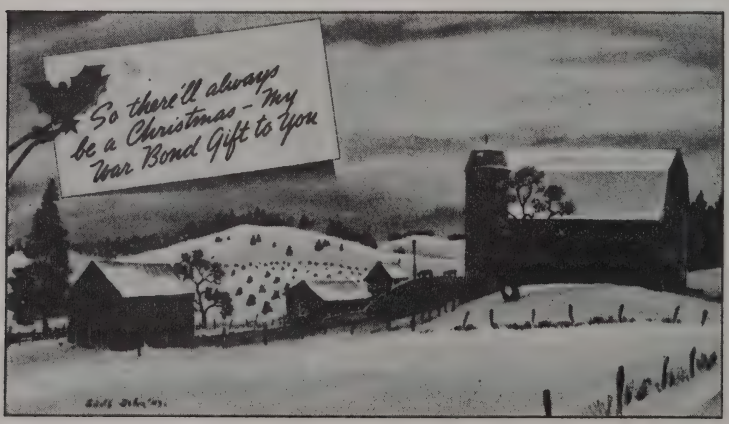
DEC. 7, 1944 Commemorative Pearl Harbor sticker attached to War Bonds.

DEC. 8, 1944 Second of series of monthly lyceums; Speaker, Miss Alice Marble -- Women's City Club.

Delray Retailers: Flying Jeep Promotion.

DEC. 10, 1944 Distribution of Christmas Bond Covers to issuing agencies by Retailers:

"So There'll Always Be A Christmas."



DEC. 12, 1944 *** Retail Merchants Co-Operative Advertisement: "Keep On Backing the Attack."

DEC. 13, 1944 *** Retail Merchants Co-Operative Advertisement: "Some ABC Stuff About E."

B-29 Super Fortress visits Willow Run; Bond sales by Retail Gallants.

DEC. 14, 1944 *** Retail Merchants Co-Operative Advertisement: "Young Men With Iron Nerve."

DEC. 15, 1944 *** Retail Merchants Co-Operative Advertisement: "Stick With Him Now."

Irving Shop, Washington Blvd.: "Going Out of Business For One Day" -- with only War Bonds for sale.

DEC. 16, 1944 Southwest Detroit Merchants Bond Auction, Lincoln Theatre.

DEC. 21, 1944 Christmas Advertisements, All Retail Stores:

Cunningham Drug Stores -- "Make This 'Their' Christmas."

Higgins & Frank -- "This Xmas Give War Bonds."

Himelhoch's .. "Certainly the Grandest Gift of All."

The J. L. Hudson Co. -- "Santa Says 'Give Them Bonds'."

7th WAR LOAN

MAY 14 to JULY 8, 1945

7th WAR LOAN

MAY 14 to JULY 8, 1945

	Quotas	Sales
National:	$14 billion	$26.313 billion
Michigan:	$501 million	$747,548,732
Wayne Co.:	$289 million	$435 million
Wayne Retail:	$32,500,000	$33,323,745

Slogans:

National: "THE MIGHTY 7th."

Michigan: "THEY STILL MUST DIE, WE STILL MUST BUY."

APRIL 23, 1945 Gallant store material mailed to all retail stores.

APRIL 25, 1945 Letters from E. R. McDuff of Grinnell's; Max Osnos of Sam's, Inc.; Otto Kern of Ernst Kern & Co.; J. D. Runkle of Crowley, Milner & Co.; Leo Siegel of B. Siegel's; sent to all retailers of Wayne County requesting their presence at the opening luncheon of May 2nd.

MAY 2, 1945 Retailers Opening Luncheon, the Hotel Statler.

Guests: Ted Gamble, National Director, War Finance Division, U.S. Treasury Department; Robert W. Coyne, Field Director, War Finance Division, U.S. Treasury Department; James B. Webber, Jr., Chairman, Michigan Retail War Finance Committee; Frank N. Isbey, Chairman, Michigan War Finance.

MAY 3, 1945 Store rallies -- speakers furnished -- movies and literature distributed.

MAY 7, 1945 V-E DAY!

In This Hour of Grace

Almighty Father, we humbly thank you from the depths of our being that much of the terrible scourge which has harassed mankind in recent years has passed. Give us the strength and understanding to complete the task wisely.

And we pray, Dear Father, that the sacrifices which so many have made be the basis for peace and brotherhood among all men . . . forever.

Demery's

MAY 8, 1945 Hudson's Page Advertisement: "Wait! The Murderer is Still At Large."

MAY 9, 1945 Retail Merchants Co-Operative Advertisement: "Still 70 Million Japs to Defeat."

"THEY STILL
MUST DIE,
WE STILL
MUST BUY"

MAY 11, 1945 Volunteers' Tea, Statler Hotel.

MAY 13, 1945 *** Retail Merchants Co-Operative Advertisement: "7th War Loan Begins Tomorrow."

MAY 14, 1945 J. L. Hudson Company Advertisement: "The Cost Goes On."

Street decorations Woodward Avenue and outlying shopping sections. Streetcar track signs "7".

MAY 15, 1945 Outdoor Rally -- Woodward & State Street. Attended by 20,000 Retail Gallants. All retail stores closed until 10:30 a.m. The National Anthem sung by Lucille Manners; Greeting -- Governor Kelly; Address -- Major General Fred L. Walker, Commanding Officer of Fort Benning, Ga., Infantry School. Rain and colder!

Luncheon at Book-Cadillac for honored guests attending Rally.

*** Retail Merchants Co-Operative Advertisement: "Now For The Japs."

Erection of Giant Gold Star on City Hall lawn, with total honor roll of Heroic Dead corrected each noon with a bomb salute and blowing of taps.

MAY 16, 1945 Repainting giant bill board Grand Circus Park -- World's largest War Bond.

*** Retail Merchants Co-Operative Advertisement: "Can You Hear Above the Silence."

MAY 17, 1945 The J. L. Hudson Company's Outstanding Advertisement: "Make War Bonds Your Umbrella."

MAY 18, 1945 Delray Bond Rally; direction of J. Zuieback.

Sanders' Advertisement:
"That Freedom Shall Prevail in the World -- Buy War Bonds."

MAY 19, 1945 Retail Merchants Co-Operative Advertisement: "Let's Stop Looking At the Japanese War Through Rose Colored Glasses."

MAY 20, 1945 Street and Sidewalk Decorations.

MAY 21, 1945 Detroit welcomes the heroic men who helped raise Old Glory on Iwo Jima.

MAY 22, 1945 The Iwo Flag Raisers:

PFC Rene Gagnon PHM J.H. Bradley PFC Ira Hayes visit Retail Stores to spur Bond Sales.

MAY 23, 1945 Retail Merchants Co-Operative Advertisement: "Help Stop These Headlines."

MAY 24, 1945 Airborne Invasion -- City Airport -- Bond Sales by Retail Gallants.

Ernst Kern Co.: Three-Star Advertisement -- "Duty and the Beast."

MAY 25, 1945 Ralph Murphy leaves for California.

Retail Merchants Co-Operative Advertisement: "All Out For The Mighty 7th."

MAY 28, 1945 Retail Merchants Free Press Advertisement: "May Such A Message Never Be Sent You."

MAY 29, 1945 Russek's: "On Memorial Day, 1945."

MAY 30, 1945 Retail Merchants Co-Operative Free Press Advertisement: "Remember When He Went Away."

West Jefferson and West Fort Street Merchants Bond Rally, under director of Mr. Claude Farrell.

JUNE 1, 1945 East Detroit Bond Rally, Harper Theatre.

Curb Service for Bond Buyers -- new mobile War Bond unit by Retailers.

JUNE 5, 1945 Retail Merchants Co-Operative Advertisement: "What the Japs Thought About Us That Was All Wrong!"

JUNE 6, 1945 *** Wrigley's Super Markets: "It's Your Fight, Too!"

Kroger's War Bond Rally, Cass Technical High School.

Retailers Rally, Redford Retailers, Redford Theatre.

JUNE 8, 1945 *** People's Outfitting Company: "Now -- Bonds on Easy Payments."

JUNE 13, 1945 Retail Merchants Co-Operative Advertisement: "I'm Not Through Yet!"

JUNE 17, 1945 Retail Merchants Co-Operative Advertisement: Father's Day -- "Give Dad A War Bond."

Outer-Harper Business Men's Association Bond Rally.

JUNE 18, 1945 Mack-Chalmers Business Groups, Bond Auction at the Uptown Theatre.

JUNE 18, 1945 *** A & P: "Now All Together -- Raise the Flag."

Navy Show, "Hit The Beach" -- Belle Isle. Sale of Bonds by Retail Gallants.

JUNE 18, 1945 Slogan Contest -- an appeal to the public for a radio broadcasting slogan -- $200.00 in War Bonds in prizes.

JUNE 19, 1945 *** The Ernst Kern Co.: "Let's Win By A Knockout in the 7th."

JUNE 20, 1945 *** Crowley, Milner & Co.: "Going My War."

JUNE 21, 1945 *** Sanders: "The Japs Are Buying Bonds, Too."

Retail Merchants Co-Operative Advertisement, a full-page message, signed by Frank N. Isbey: "Michigan Will Fail Shamefully Unless--"

JUNE 25, 1945 Luncheon at the Statler Hotel, honoring Slogan Contest Winners:

THE WINNING SLOGAN

"I am a twelve year old girl. I haven't seen my father for nearly two years. He has two battle stars from the Philippines and he is now a guerilla. Won't you, please, buy a Bond today and bring my father and all the other fathers of America home sooner."

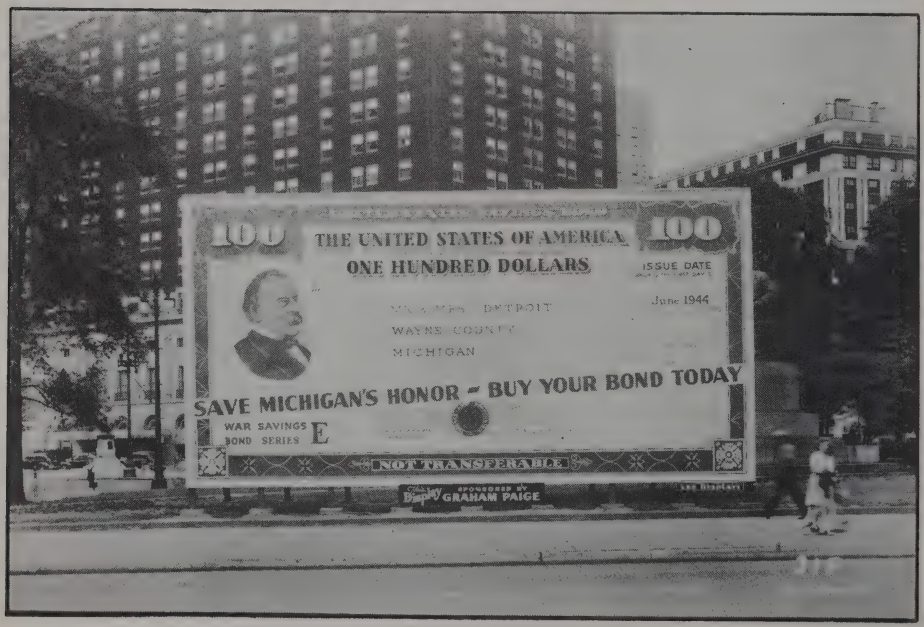
Gloria Goad
14883 Dacosta
Detroit, Michigan

JUNE 25, 1945 Retail Merchants Co-Operative Advertisement: "Your Call to Arms."

JUNE 30, 1945 *** The J. L. Hudson Company: "Independence Day."

JULY 6, 1945 Volunteer Women's Tea, Statler Hotel.

AUGUST 14, 1945 -- V-J DAY



VICTORY LOAN

OCTOBER 29 to DECEMBER 8, 1945

	Quotas	Sales
National:	$11 billion	$21,144,000,000
Michigan:	$329 million	$490,201,891
Wayne Co.:	$195,185,000	$275,481,000
Wayne Retail:	$18,000,000	$20,255,552

Slogan:

"VICTORY, NOW YOU CAN INVEST IN IT"

OCT. 17, 1945 Retailers Luncheon: Guest publishers -- Wm. E. Anderman, The Detroit Times; John S. Knight, The Detroit Free Press; Wm. E. Scripps, The Detroit News. Speakers: Frank N. Isbey, Ralph L. Yonker, Nate S. Shapero, and John S. Knight.

OCT. 19, 1945 Book-Cadillac Hotel -- Luncheon for Gallants. Speaker: Miss Harriet Elliott, United States Treasury Department.

OCT. 21, 1945 Supervisors' Meeting -- Tea at the Statler Hotel. Chairman; Miss Hermine Clippert.

OCT. 27, 1945 Retail Merchants Co-Operative Advertisement: "Ready Monday" -- An event that has been four years in the making.

OCT. 28, 1945 Retailers reception and dinner for Don McNeil and cast of "Breakfast Club" -- Book-Cadillac Hotel.

OCT. 29, 1945 Retail War Bond Gallant Rally - Don McNeil and his "Breakfast Club", from Masonic Temple, 9:00 a.m., coast-wide radio show.

Speaking for Retailers: National -- Mr. Samuel J. Cohen, Retail Division, U.S. Treasury, War Finance Division; Mr. Nate S. Shapero, Wayne County Retailers.

OCT. 29, 1945 7:00 P.M. -- Torch-Light Parade from Vernor Highway, down Woodward to the City Hall. Fifty massed bands and massed choirs in front of City Hall.

Fifty-Foot Victory Torch lighted at City Hall ceremonies.

A noon-day Rally every day.

NOV. 1, 1945 Issuance of miniature War Bonds to Bond purchasers.

Retail Merchants Co-Operative Advertisement: "He's Still A Long Way From Home."

NOV. 1, 1945 Street Decorations, Woodward Avenue, Grand Circus Park to the City Hall; Washington Boulevard, Grand Circus Park to Michigan Avenue.

NOV. 12, 1945 Kroger Stores War Bond Rally, Highland Park School.

*** Retail Merchants Co-Operative Advertisement: "They Finished Their Job -- Now Let's Finish Ours."

West Vernor Business Men's Association Bond Rally.

Retail Merchants Co-Operative Advertisement: "How Will He Do In His Next Battle?"

Armistice Day Parade -- the first Armistice Day Parade since Pearl Harbor.

NOV. 13, 1945 *** Retail Merchants Co-Operative Advertisement: "A Pocket-Size Copy of Your Victory Bond."

DEC. 3, 1945 *** Retail Merchants Co-Operative Advertisement: "Say 'Merry Christmas' With A Victory Bond."

DEC. 5, 1945 Victory Loan Train in Detroit with German and Japanese Surrender Documents.

DEC. 6, 1945 All Detroit newspapers advertising devoted to Victory Bonds: "The Present With A Future."

DEC. 7, 1945 Sale of 500 Thousandth E Bond sold by the J. L. Hudson Company since January 17, 1942.

DEC. 24, 1945 Headquarters moved to the Hemmeter Building, courtesy of the J. L. Hudson Company.

JAN. 4, 1946 State Tops War Bond Quota.

JAN. 17, 1946 Retail Advertising Committee "Wind Up Party", The Fort Shelby Hotel; Host, Ralph Yonker.

JAN. 20, 1946 Distribution by Retailers of Citations and Letters of Appreciation:

UNITED STATES TREASURY DEPARTMENT

VICTORY AWARD

FOR RETAILERS

For outstanding wartime service – for seeing the fight through to the finish in supporting the Victory Loan this citation is awarded to

Given under my hand and seal on December 31, *1945*

Fred M. Vinson

SECRETARY OF THE TREASURY

JAN. 31, 1946 Retailers Victory Center Office closed.

MICHIGAN WAR FINANCE EXECUTIVE COMMITTEE

Frank N. Isbey	Chairman
J. B. Webber, Jr.	Retail Division for Michigan
George G. Whitney	Executive Director, Retail Division for Michigan
Nate S. Shapero	Wayne County Retail Division
Walter S. McLucas	Banking Division
Edward C. Beatty	Motion Picture Industry
Ray Branch	Motion Picture Chairman for Victory Loan
W. D. Engleman	Treasury Department Films
Leonard Simons	Advertising
Julius W. Gilbert	Special Events
John W. Gibson	C.I.O. Representative
Mrs. Frederick B. Ford	Women's Division
James Mog	Liquor and Wine Industry
Joseph Fields	Manufacturers Division
Ernest L. Pearce	Chairman for Upper Peninsula
Horace F. Conklin	Outstate Banks
C. Lincoln Linderholm	Outstate Banks
Ralph Murphy	

MICHIGAN RETAIL EXECUTIVE COMMITTEE

J. B. Webber, Jr.	Chairman
Nate S. Shapero	
J. M. Maynard	
Max Heavenrich	
John Van Den Berg	
Duane Fowler	
Nelson D. Rupp	
George G. Whitney	Executive Director

WAYNE COUNTY RETAIL EXECUTIVE COMMITTEE

Nate S. Shapero. . . .	Chairman
Ralph E. Murphy. . . .	People's Outfitting Co.
John M. Toolin	A & P Tea Co.
Ralph L. Yonker. . . .	J. L. Hudson Co.
Edward H. Thomas . . .	B. Siegel Co.
Verne W. Tucker. . . .	Wayne County War Finance Committee
Charles E. Boyd. . . .	Board of Commerce
O. L. Dorworth	Board of Commerce
Grover C. Wolf	Real Estate
Edward B. Houseal. . .	The Detroit News
Gilbert J. Hatie . . .	The Detroit Free Press
Charles B. Lord. . . .	The Detroit Times
William M. Brown . . .	The Detroit Shopping News
Dave Abodaher.	Radio

WAR FINANCE ADVERTISING COMMITTEE FOR MICHIGAN

CHAIRMAN
Ernest R. Breech
Bendix Aviation Corp.

BANKS
Alvan Macauley, Jr.
National Bank of Detroit

HOTELS
Mrs. B. L. Thomas
1005 Stroh Building

MANUFACTURERS
William A. Mara
Bendix Aviation Corp.

OUTDOOR ADVERTISING
W. R. Hoskins, Sales Mgr.
Walker & Company

FOOD INDUSTRY
Louis R. Shamie
The Grocers Spotlight

PRESS
L. Earle Davidson
The Greenville Daily News
Greenville, Michigan

EVENTS AND STUNTS
Alex Schreiber, Pres.
The Variety Club

WAR FINANCE ADVERTISING COMMITTEE FOR MICHIGAN (Cont'd)

PUBLIC UTILITIES
Fred A. Beard
Michigan Bell Telephone

RADIO
Thomas F. Gessner
Detroit Edison Company

FILLING STATIONS
Henry Muller
Socony-Vacuum Oil Co.

RETAIL
Ralph L. Yonker,
Dir. of Publicity
The J. L. Hudson Co.

STATE RETAIL
George G. Whitney
The J. L. Hudson Co.

BREWERIES
Charles E. Carey,
Sales Manager
Goebel Brewing Co.

DISTILLERS
H. J. Mog
Brown-Forman Distillers

STREET CAR ADVERTISING
Joe Wellman
Transportation Adv. Co.

SCHOOLS
Louis Thiele
Director of Exact Sciences
The Detroit Public Schools

THEATRES
Mrs. Alice Gorham
United Detroit Theatres

WOMEN'S DIVISION
Mrs. Wm. C. Adams
War Finance Committee,
Women's Division

SOCIAL AGENCIES
James Gamble
Council of Social Agencies

SPEAKERS
Hugh Sheean
Michigan Cons. Gas Co.

EXECUTIVE COMMITTEE
Nate S. Shapero,
Chairman,
Wayne County Retailers

Ralph E. Murphy,
War Finance Committee
People's Outfitting Co.

Leonard Simons,
Advertising Director
Michigan War Finance Comm.

Verne W. Tucker
Retailers Victory Committee

DETROIT DOWNTOWN RETAILERS EXECUTIVE COMMITTEE

J. B. Webber, Jr. . . . . Michigan State Chairman
Nate S. Shapero . . . . . Wayne County Chairman
Jay D. Runkle . . . . . Detroit Downtown Chairman
George G. Whitney . . . . . Michigan Executive Director
Miss Hermine Clippert . . . . . Executive Secretary

ZONE MANAGERS

Zone A. . . . . Stephen J. Jay, R. H. Fyfe & Co.
Zone B. . . . . E. H. Thomas, B. Siegel Company
Zone C-1. . . . . Geo. D. Callahan, Wurlitzer Co.
Zone C-2. . . . . Louis Frank, Lane Bryant, Inc.
Zone D. . . . . James A. Douglas, Richmond & Backus Co.
Zone E. . . . . Scott Hughes, Sam's Cut Rate, Inc.
Zone F. . . . . Robert Fogel, Crowley, Milner & Co.

GENERAL COMMITTEE

C. Leroy Austin,
The Ernst Kern Co.

Charles E. Boyd,
Retail Merchants Assn.

William M. Brown,
Detroit Shopping News

James Chamberlain,
Crowley, Milner & Co.

O. L. Dorworth,
Retail Merchants Assn.

J. L. Melicek,
Crowley, Milner & Co.

Ralph E. Murphy,
People's Outfitting Co.

Philip S. Strout
Crowley, Milner & Co.

DISTRICT CHAIRMEN AND CO-CHAIRMEN

District #1	Downtown Loop		Jay D. Runkle
		Zone A	Stephen J. Jay
			Glenn J. Buell
		Zone B	Edward H. Thomas
		Zone C-1	George R. Callahan
		Zone C-2	Louis Frank
			U. N. Stansell
		Zone D	Grover Wolf
		Zone E	Scott Hughes
		Zone F	Robert M. Fogel
#2	Downtown West		Harry Beresh
#3	Downtown East		Samuel Fenster
#4	Woodward-Peterboro		Alfred Houston
#5	Grand River-Fourteenth		Irving Raimi
			Louis D. Lavine
			Fred Farris
			John C. Moon
#6	Gratiot-Chene		E. C. White
#7	Woodward-Warren		W. W. Townrow
#8	Grand River-McGraw		Frank S. Geppert
#9	Chene-Milwaukee		Max Witkowski
			Lou Janssen
			A. J. Rathnaw
#10	Woodward-Boulevard		William Demery
#10-B	Hamilton-Boulevard		Benjamin Bavly
#11	Twelfth-Clairmount		H. J. Halperin
			Max Raimi
			Nathan Shecter
#12	Oakland-Clay		William Barris
#13	Mack-McClellan		Joseph E. Ross
			George H. Bradley
#14	Mack-St. Jean		Isadore Trunk
			Paul Sutton
#15	East Jefferson-Chalmers		Roy C. Broom
			F. Smead
			Mel Osborne
#16	Mack-Chalmers		Max Brose
#17	East Warren-Outer Drive		Alfred Kunert
			George F. Hughes
			L. J. Whaley
			Joseph Vandeweghe

DISTRICT CHAIRMEN AND CO-CHAIRMEN (Cont'd)

District #18	East Warren-Chalmers	W. J. Briggs
		James MacMillan
#19	East Warren-Cadillac	M. Wiley
#20	Gratiot-Harper	Jack Levy
#21	Harper Chalmers	Phil Zoufal
		Al Hohl
		Pol Raynal
#22	Harper-Cadieux	H. Glenn Bedford
		Max Chetkin
		Julius Vergotti
#23	Hayes-Houston	Sidney Rosen
#24	Gratiot-Six Mile	George Backoff
#25	Gratiot-Seven Mile	J. W. Reddaway
#26	Van Dyke-Seven Mile	M. J. Korn
#27	Van Dyke-Six Mile	A. J. Rivard
		Miss Shemansky
#28	Van Dyke-Harper	Robert Buckles
#29	Davison-Conant	Thomas Berman
#30	Seven Mile-Conant	Charles H. Nevins
#31	Woodward-Seven Mile	Herbert Eskola
		H. J. Garrett
#32	Puritan-Linwood	S. S. Hough
#33	Dexter-Davison	Leslie Rosenthal
		Jack Lewis
		George Weingarden
#34	Fenkell-Livernois	H. R. Paulson
#35	E. Jefferson-Boulevard	C. H. Myers
#36	Grand River-Oakman	
#37	Grand River-Joy Road	E. A. Green
		Ernest Golumbia
#38	Grand River-Boulevard	Stark Hickey
#39	Michigan-West Vernor	
#40	Michigan-Junction	Rudy Zuieback
		Frank Wendt
		Norbert Cylkowski
		Dr. Alfred Radgens
		Louis J. Tobin
		Lee Gladstone
		Maurice Diem

DISTRICT CHAIRMEN AND CO-CHAIRMEN (Cont'd)

District #41	West Fort-Junction	Ernest Mayville
		George Mobley
		Francis J. Murphy
#42	Michigan-Livernois	Rudy Zuieback
		Louie LaMed
		Dave Miller
		Ben Golden
		Valentine Feliks
		Dr. Stephens Brown
		Anthony Panfil
		Walter Kurtz
#43	Tireman-Wyoming	J. Allen Baker
#44	Grand River-Schaefer	O. Racette
		George Santer
#45	West Warren--Greenfield	Charles Egan
#46	Fenkell-Evergreen	Joe Derhammer
		John Golden
		J. H. Hacker
#47	Grand River-Greenfield	Phillip Kollin
		DeWitt Smith
		Tom Huff
#48	East Warren-Hastings	C. Gaines
#49	Schaefer-West McNichols	Jack Schultz
		S. Field
		James Houston
		Murray Maisel
#50	Grand River-Lahser	A. M. Bosworth
		Orlin F. Droelle
		Harry Stoll
		Roy Meredith
	Allen Park	Frank O. Miller
		H. M. Lucy
	Belleville	Lee M. Beard
		W. Kerchner
	Dearborn	M. M. Winston
	Ecorse	Art Sims
		O. Headley
		Guy Pooley
	Flat Rock	Ernest Fugmann

DISTRICT CHAIRMEN AND CO-CHAIRMEN (Cont'd)

Garden City	Joseph E. Higgins
Grosse Ile	Matthew Mickleborough
Grosse Pointe	Ray J. Schmelzer
	Edward J. Pongracz, Jr.
Hamtramck	Stanley Biernacki
	Fred White
Highland Park	George M. Beebe
	Saul Glickman
Inkster	Mrs. Verne Walker
Lincoln Park	David Safier
Melvindale	Joseph Coogan
	Edward MacDonald
New Boston	Howard Averill
Northville	Samuel Brader
Plymouth	John Blyton
River Rouge	Stanley Behta
Riverview	James L. Hale
Rockwood	Mrs. Nora Shabinaw
	John Whalen
Romulus	H. Carmichael
Trenton	Robert E. Tiefer
Waltz	Verner Staschke
Wayne	William T. Mulholland
Wyandotte	Harold K. Jacobson

DISTRICT SUPERVISORS

District	#1 (AWVS)	Mrs. Gail Manville
		Mrs. Esther Gibbons
		Miss Elisabeth Cady
	#2 (AWVS)	Mrs. L. R. Erwin
	#3 (AWVS)	Mrs. Leah Whitehead
	#4 (AWVS)	Mrs. Mary Finley
		Mrs. Doris Jacks
		Mrs. Virginia Verhaag
	#5 (CDVO)	Mrs. Dora Kavanau
		Mrs. Flora Smith
		Mrs. Betty Larson
	#6 (AWVS)	Mrs. Sybilla Bock
	(CDVO)	Mrs. Loma Raymond
	#7 (CDVO)	Mrs. Laura Davidovich
		Miss Edith Hawes
		Mrs. Betty Beebe
		Mrs. Mary Batt
		Mrs. Sally Brink
		Mrs. Nan B. Leeper
	#8 (CDVO)	Mrs. Ruth Townsend
		Mrs. Wilhelmina Reid
	#9 (AWVS)	Mrs. Falkenheimer
		Mrs. Ray Kokowicz
	#10 (AWVS)	Mrs. Leon G. Haywood
		Mrs. Robert Riley, Co-Supervisor
		Mrs. L. W. Kinnear
		Mrs. Howard Bauer
	#10-B (Streamliner)	Mrs. Betty West
	#11 (AWVS)	Mrs. Grover C. Wolf
		Mrs. Max Berendt, Co-Supervisor
		Mrs. Bertha Schaap
		Mrs. Anna Lesser
	#12 (CDVO)	Mrs. Louise Smith
	#13 (CDVO)	Mrs. Louis Smilansky
		Mrs. Florence LaForce
		Mrs. Edith France
		Mrs. Marie Merrell

DISTRICT SUPERVISORS
(Cont'd)

District #14	(CDVO)	Mrs. Emily Stegman
		Mrs. Julia Barnwell
		Mrs. Clyde Burroughs
#15	(AWVS)	Mrs. Betty Cheswick
		Mrs. H. O. Allsopp
#16	(CDVO)	Mrs. Josephine Oblinger
		Mrs. Winnifred Hoffman
		Mrs. Margaret Guthrel
#17	(AWVS)	Mrs. W. F. Fenske
		Mrs. Dorothy Daley
		Mrs. Doris Jacks
		Mrs. Mary Del Barba
#18	(CDVO)	Mrs. Muriel Adams
	(AWVS)	Mrs. James MacMillan
	(CDVO)	Mrs. William Thierry
		Mrs. Louise Peterson, Co-Supervisor
		Mrs. Winnifred Hoffman
#19	(AWVS)	Mrs. R. L. Smith
		Mrs. Nettie Scutt
#20	(AWVS)	Mrs. Steinhilber
		Mrs. G. A. Alford
	(CDVO)	Mrs. Dorothy Radke
#21	(CDVO)	Mrs. Clarence Brewer
		Mrs. Erma Wells
		Mrs. Helen Sombroski
		Mrs. Gertrude Weitzman
	(AWVS)	Mrs. Mildred Lopo
#22	(AWVS)	Mrs. Martha Friesema
		Mrs. Nancy Polk, Co-Supervisor
#23	(AWVS)	Mrs. Betty Schaar
	(CDVO)	Mrs. Maxine Rosen
#24	(CDVO)	Mrs. Margaret Kranz
		Mrs. Frances Alford
		Mrs. Marion Rush
		Mrs. Clara Schultz
#25	(AWVS)	Mrs. F. D. Mierau
		Mrs. Robert Slaymaker

DISTRICT SUPERVISORS
(Cont'd)

District #26	(CDVO)	Mrs. Irma Kramer
		Mrs. Catherine Boisvert
		Mrs. Mary Brinkman
#27	(CDVO)	Mrs. Anna Zima
#28	(CDVO)	Mrs. Margaret Elliott
#29	(CDVO)	Mrs. Juliet Art
		Mrs. Ann Marowski
		Mrs. Odalie Harmon
		Mrs. Jeanne Hostnik
#30	(CDVO)	Mrs. Mary Dworman
		Mrs. Elsie Olinick
#31	(AWVS)	Mrs. M. L. Blakely
		Mrs. A. Marie Maloney
		Mrs. Zetta Bernhardt
#32	KCDVO)	Mrs. Florence Kreger
		Mrs. Hazle Schembeck
		Mrs. Marjory Schiller, Co-Supervisor
#33	(AWVS)	Mrs. Ella Blume
		Mrs. Gertrude Moore
#34	(AWVS)	Mrs. George Roberts
		Miss Selma Roberts, Co-Supervisor
		Mrs. A. Marie Maloney
#35	(CDVO)	Mrs. Leona Niles
		Mrs. Pheobe Niles, Co-Supervisor
		Mrs. Ethel Brodie
#36	(AWVS)	Miss Sarah Frazer
		Mrs. Marianne Cook
		Mrs. Jean Schultz
#37	(AWVS)	Mrs. H. Dietert
		Mrs. Sadie Rashkin
#38	(CDVO)	Mrs. Estelle Snyder
	(AWVS)	Mrs. Hazel LaMaster
		Mrs. Marie Stinson
		Mrs. Gertrude Benedict
	(CDVO)	Mrs. Irene Lowe
		Mrs. Emma Crayto, Co-Supervisor

DISTRICT SUPERVISORS
(Cont'd)

District #39	(CDVO)	Mrs. Allison Burns
		Miss Anna Schneider
		Mrs. Emma Axelrude
#40	(AWVS)	Mrs. Virginia McClellan
#41	(AWVS)	Mrs. Wilma Kelm
	(CDVO)	Mrs. Elizabeth Naubert
#42	(AWVS)	Mrs. Teresa McClellan
#43	(CDVO)	Mrs. Emma Swarthout
		Mrs. Grace Steinsick
#44	(CDVO)	Mrs. Florence Beutler
		Mrs. Minnie MacFadyen
#45	(CDVO)	Mrs. Myfawny Griffith
		Mrs. Ina Ward
		Mrs. Bernice Cress
		Mrs. Frances McCormick
#46	(CDVO)	Mrs. Sylvia Smith
		Mrs. Myrtle Swoger
		Mrs. Katheryne Hallum, Co-Supervisor
#47	(AWVS)	Mrs. Frances Ryan
		Mrs. Bernice Fredrick, Co-Supervisor
		Mrs. Peggy J. Perry
		Mrs. Etta Kingsland, Co-Supervisor
#48	(AWVS)	Mrs. Beatrice Allen
		Mrs. B. Fleming
		Mrs. Mabel Flack
#49	(CDVO)	Mrs. Janette Smith
		Mrs. Celia Weisman
		Mrs. Marion Daly
		Mrs. Delia Cameron, Co-Supervisor
#50	(CDVO)	Mrs. Harriett Goldman
		Mrs. Frost, Co-Supervisor
		Mrs. Gerald Hickey
		Mrs. Harriett Lawton

DISTRICT SUPERVISORS
(Cont'd)

Allen Park (Non-Affiliate)	Mrs. Frank Miller
Belleville (Non-Affiliate)	Mrs. Kirkland
Ecorse (AWVS)	Mrs. Mary Davis
Flat Rock (Non-Affiliate)	Mrs. Richard Greenfield
	Mrs. J. C. Chenette
	Mrs. Elsie Maigret
	Mrs. Kathryn Knopp
	Mrs. Hulbert Hall
Grosse Pointe (AWVS)	Mrs. J. Freud
	Mrs. Jane Hosier
	Mrs. Elizabeth Durocher
	Mrs. Edward Bahm
Hamtramck (AWVS)	Mrs. McDonald
	Mrs. Kurtz, Co-Supervisor
	Miss Clara Swieczkowska
	Miss Irene Mayes
Highland Park (AWVS)	Mrs. Clarence Sarvis
	Mrs. J. Clark Hovis
	Mrs. Irene R. Heath
	Mrs. Theodore Gillies, Co-Supervisor
	Mrs. Ermine Livingston
Lincoln Park (AWVS)	Mrs. Nixon
	Mrs. Ruth Schurgin
	Mrs. Minnie Mills
Melvindale (Non-Affiliate)	Miss Josephine Walon
River Rouge (AWVS)	Mrs. Lillian Osborn
	Mrs. John Barnett
	Mrs. Maude Ann Sidley
Trenton (AWVS)	Mrs. Henry Vickery
Wayne (Non-Affiliate)	Mrs. Florence R. Kinsey
	Mrs. Mildred Hanchette
Wyandotte (AWVS)	Mrs. Thea Gantz
	Mrs. Nancy Tietz, Co-Supervisor
	Mrs. Fannie Randall

ORGANIZATION OF WOMEN VOLUNTEERS

Executive Officers

Miss Hermine A. Clippert. . . .Executive Secretary
Miss Elisabeth Cady . Assistant Executive Secretary

American Women's Voluntary Services

Chairmen for Stamps and Bonds . .Mrs. Wm. E. Adams
Mrs. R. W. Campbell
Mrs. J. P. Hacker
Mrs. Charles Girard

Supervisor-at-Large for Districts: Mrs. A.J. Tobin

Civilian Defense Volunteer Office: (Later -- Central Volunteer Bureau)

Chairman for Stamps and Bonds . . .Mrs. Melville K. Turner

Streamliners -- Department of Parks and Recreation

Chairman for Stamps and Bonds . . . . . .Mrs. H. F. Tevlin

NUMBER OF VOLUNTEERS HELPING IN RETAIL PROGRAM

Women --	Staff Assistants, District Supervisors, and Booth Workers	1200
Men --	District Chairmen, Co-Chairmen, and Committees.	
	Downtown Division Zone, Sector and Block Captains.	220
	Total	**1420**

LIST OF OFFICE PERSONNEL -- RETAILERS VICTORY CENTER

Verne W. Tucker. . . . . Executive Director
Hermine A. Clippert. . . . . .Executive Secretary

Elisabeth Cady	Mrs. Robert Campbell	Mrs. Harry Jacobson
Mrs. G. Willis	Mrs. Frank L. Wirth	Mrs. Richard Ralph
Mrs. E.A. Trubey	Mrs. John Koubek	Mrs. G. F. Classon
Mrs. Charles Brown	Mrs. Walter Whitlow	Mrs. Orlo Niles

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